



Strengthening universities' reputation in the global educational community

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Many types of University ranking

- Times – World University Rankings
- Times - World Reputation Rankings
- Times - BRICS & Emerging Economies Rankings
- Shanghai - Academic Ranking of World Universities
- QS World University Rankings
- QS University Rankings: BRICS
- Etc.



■ Target groups

Rankings

Associations

High Schools
teachers

Professors

PhD

Agents

Fairs

Journalists

Bloggers

Forums

Students


Parents/mothers

Alumni

- Case study

How Oxford University communicates

- Oxford University: news releases
- 10x month

UNIVERSITY OF
OXFORD

Media

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News releases for journalists

[Postcode lottery for race relations](#)
03 Mar 14

['Tree of life' distances are no shortcut to conservation](#)
03 Mar 14

[Designing robots that can keep secrets](#)
27 Feb 14

[Study reveals how cutting BBC licence fee would reduce choice and value for money](#)
26 Feb 14

[Sky survey centre will probe Universe's dark secrets](#)
26 Feb 14

[Greece's deepening health crisis](#)
21 Feb 14

[Scientists identify the switch that says it's time to sleep](#)
20 Feb 14

[Fertilisers destabilise diverse grasslands](#)
18 Feb 14



■ Oxford University: Twitter - 10x week

The screenshot shows the Twitter profile of Oxford University (@UniofOxford). The profile header includes the university's name, handle, and website (ox.ac.uk). The statistics section shows 1,549 tweets, 164 accounts followed, and 127K followers. The 'Who to follow' section lists several accounts, including Warren Whitlock, Erin Raese, and World Uni Rankings. The 'Tweets' section displays three recent tweets from the account, all dated March 7th, promoting various events and news.

Profile Header:

- Oxford University** @UniofOxford
- Twitter stream of the University of Oxford
- ox.ac.uk

Statistics:

- TWEETS: 1,549
- FOLLOWING: 164
- FOLLOWERS: 127K

Who to follow:

- Warren Whitlock @Warren... Followed by AMA and others
- Erin Raese @erinraese Followed by R Ray Wang an...
- World Uni Rankings @THE... Followed by...

Tweets:

- Oxford University** @UniofOxford · Mar 7
What will you discover at @OxSciFest? Runs 7-23 March with plenty of free @UniofOxford science events for all ages ox.ac.uk/media/news_sto...
- Oxford University** @UniofOxford · Mar 7
Elephants may call 'HUMAN!' to warn of people approaching: video & audio ox.ac.uk/media/science_... by @petewilton #oxsciblog with @ste_kenya
- Oxford University** @UniofOxford · Mar 7
Daughter of First World War poet to speak at Oxford: ox.ac.uk/media/arts_at_... Full details here: english.ox.ac.uk/news-events/up...
- Oxford University** @UniofOxford · Mar 5



■ Oxford University on LinkedIn (277 million users)

The screenshot shows the LinkedIn profile of the University of Oxford. The header includes the LinkedIn logo, a search bar, and navigation links. The main content area features a large banner image of orange poppies in front of a building. Below the banner, there's a section titled 'Explore Careers of 111,219+ Alumni' with two horizontal bar charts. The first chart, 'Where they work', lists PwC (467), Deloitte (400), and EY (290). The second chart, 'What they do', lists Research (11,474), Education (9,785), and Media and Communication (8,537). To the right, there's a 'Featured group' section for 'University of Oxford Alumni' with 11,148 members. Below that, 'Who you know' shows 9 first-degree and 3,687 second-degree connections. The 'Notable alumni' section highlights Cory Booker, a U.S. Senator from New Jersey. At the bottom, there's a post from the University of Oxford about Patrick Grant, host of 'The Great British Sewing Bee', and a link to a Telegraph article.

University of Oxford
Oxford, United Kingdom
128,789 followers [Follow](#)

[Home](#) [Profile](#) [Network](#) [Jobs](#) [Interests](#) [Business Services](#) [Upgrade](#)

[Home](#) [Notables](#) [LinkedIn for Education](#)

Explore Careers of 111,219+ Alumni

Where they work »

Company	Count
PwC	467
Deloitte	400
EY	290

more »

What they do »

Field	Count
Research	11,474
Education	9,785
Media and Communication	8,537

more »

General Information

The University of Oxford is one of the leading universities in the world, and was the first university in the English-speaking world. Founded more than 840 years ago and having a world-class reputation.

[Show more](#)

Featured group

University of Oxford Alumni
11,148 members

The official University of Oxford alumni group - build connections to alumni of the University of...

[Join group](#) [See similar groups](#)

Who you know

9 first-degree connections
3,687 second-degree connections

Notable alumni

< 1 / 59 >

Cory Booker
U.S. Senator from New Jersey at United States Senate

B.A., Modern History
1993 - 1994

[See all](#)

Introducing LinkedIn for Education



■ Oxford University on Sina Weibo (500 million users)

新浪微博 · 专业版 首页 广场 微群 应用 游戏 搜索微博、找人 还没有微博帐号? 注册 | 登录

牛津大学

UNIVERSITY OF OXFORD

+ 加关注

发私信 推荐给朋友

主页

牛津大学

牛津大学(Oxford University)是英语世界里最古老的大学,时至今日已具有八百多年历史。大学的结构独特,除了中央大学,还有38间学院和6间私人大学组成。

准备到牛津开始你的学业生涯吗? 想认识其他新生和校友吗? 来参加这周末牛津和剑桥北京校友安排的迎新派对吧! 想报名请点击以下链接 <http://t.cn/zBoan3X>

9月9日 16:56 来自专业版微博

牛津大学研究警醒人类将会如何走向灭绝 <http://t.cn/zTXrRRb>

牛津大学官方微博

新浪认证

25 4453 74
关注 粉丝 微博

申请认证

工作人员

Vicky232

+ 加关注

标签

Oxford University 英格兰 研究 留学英国 留学生 牛津 牛津大学 英国 学生

欢迎使用新浪专业微博并提出宝贵建议

专业帮助

ww1.sinaimg.cn/large/d3b859a6gw1e6fbvaairqj20f0078dhs.jpg



■ Oxford University on Wechat (300 million users)



- Contact
- Official announcement
- Events
- Internship opportunities
- Campus News



Conclusion:

Take control of your reputation
Communicate with all target groups
Do it now!

Thank you